

# Global Technology

At Newmark, we augment existing real estate technology and develop innovative data visualization tools that advance the management of real estate.

Our approach is focused on creating real estate technology solutions to achieve increased process efficiencies and cost reductions for our clients using a product-agnostic, consultative methodology.

Newmark's Global Technology experts provide a delivery framework that helps refine existing systems and select new technologies to increase business efficiency and data accuracy. Our philosophy is to provide fit-for-purpose solutions that combine existing platform optimization, data accuracy and visualization, value-add augmentation, and, when appropriate, application retirement and replacement.



## ABOUT NEWMARK

**We transform untapped potential into limitless opportunity.**

At Newmark, we don't just adapt to what our partners need—we adapt to what the future demands. Our integrated platform delivers seamlessly connected services tailored to every type of client, from owners to occupiers, investors to founders, and growing startups to leading companies. We think outside of boxes, buildings and business lines, delivering a global perspective and a nimble approach. From reimagining spaces to engineering solutions, we have the vision to see what's next and the tenacity to get there first.

## FOR DEMOS AND SALES INQUIRIES

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## WE HELP ORGANIZATIONS

- Select the right technology solutions to enable better strategic decisions
- Transform data into valuable analytics
- Drive efficient decision making
- Optimize real estate portfolios

Newmark is ready to help your business integrate complex real estate data with dynamic applications and intuitive technologies.



### Digital Advisory Services

- Technology Strategy & Advisory
- Business Process Optimization
- Software & Systems Selection



### Digital Health Check

- Process Mapping Optimization
- Data Assessments
- Product Selection



### Technology Implementation

- Data Migration & Integration
- IWMS & Point Solutions
- Implementation & Training
- Hosting & SAAS
- Program Integration Services
- Ongoing Support



### Business Intelligence & Analytics

- Master Data Strategy
- Data Analytics
- Data Capture Protocol Development
- Data Visualization
- Data Advisory Services
- Data Validation & Scoring
- Business Intelligence Reporting